

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

|                                    |  |  |                         |
|------------------------------------|--|--|-------------------------|
| <b>SUBMISSION TYPE:</b>            | NEW ASSIGNMENT                               |  |                         |
| <b>NATURE OF CONVEYANCE:</b>       | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |  |                         |
| <b>CONVEYING PARTY DATA</b>        |  |  |                         |
| Name                               | Formerly                                     | Execution Date   | Entity Type             |
| MEDICAL WORLD BUSINESS PRESS, INC. |  | 12/20/2007   | CORPORATION: NEW JERSEY |
| <b>RECEIVING PARTY DATA</b>        |  |  |                         |
| Name:                              | AEGIS PUBLICATIONS, LLC                      |  |                         |
| Street Address:                    | 104 PHEASANT RUN, SUITE 105                  |  |                         |
| City:                              | NEWTOWN                                      |  |                         |
| State/Country:                     | PENNSYLVANIA                                 |  |                         |
| Postal Code:                       | 18940  |  |                         |
| Entity Type:                       | LIMITED LIABILITY COMPANY: PENNSYLVANIA      |  |                         |
| <b>PROPERTY NUMBERS Total: 11</b>  |  |  |                         |
| Property Type                      | Number                                       | Word Mark  |                         |
| Registration Number:               | 3070957                                      | CONTEMPORARY ORAL HYGIENE                              |                         |
| Registration Number:               | 2207120                                      | CONTEMPORARY ESTHETICS AND RESTORATIVE PRACTICE        |                         |
| Registration Number:               | 2401533                                      | CONTEMPORARY ESTHETIC DENTISTRY                        |                         |
| Serial Number:                     | 75688090                                     | CONTEMPORARY ESTHETIC DENTISTRY                        |                         |
| Registration Number:               | 1438583                                      | THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY    |                         |
| Registration Number:               | 2570991                                      | DENTAL LEARNING SYSTEMS POSTGRADUATE DENTISTRY         |                         |
| Registration Number:               | 2593817                                      | COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY        |                         |
| Registration Number:               | 1968977                                      | THE COMPENDIUM OF CONTINUING EDUCATION IN ORAL HYGIENE |                         |
| Registration Number:               | 2994715                                      | CONTEMPORARY DENTAL ASSISTING                          |                         |
| Registration Number:               | 3235243                                      | CONTEMPORARY ESTHETICS                                 |                         |
| Registration Number:               | 2874133                                      | OH, WHAT BEAUTIFUL TEETH                               |                         |

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**TRADEMARK**  
**REEL: 003686 FRAME: 0867**

**CORRESPONDENCE DATA**

Fax Number: (973)491-3490

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 973.491.3326

Email: blp@seidenwayne.com

Correspondent Name: Brian L. Petrequin, Esq.

Address Line 1: Two Penn Plaza East, 10th Floor

Address Line 2: LeClair Ryan

Address Line 4: Newark, NEW JERSEY 07105-2249

|                         |                      |
|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | 07965.0009           |
| NAME OF SUBMITTER:      | Brian L. Petrequin   |
| Signature:              | /Brian L. Petrequin/ |
| Date:                   | 12/31/2007           |

**Total Attachments: 8**

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## TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, dated December 20, 2007 (this "**Trademark Assignment**"), by and between **AEGIS PUBLICATIONS, LLC**, a Pennsylvania limited liability company ("**Assignee**"), and **MEDICAL WORLD BUSINESS PRESS, INC.**, a New Jersey corporation ("**Assignor**").

Each of Assignor and Assignee is hereinafter referred to as a "**Party**" and collectively as the "**Parties**." Capitalized terms used herein but not otherwise defined herein shall have the respective meanings ascribed to them in the Asset Purchase Agreement, dated as of the date hereof, by and between Assignor and Assignee (the "**Asset Purchase Agreement**").

### Recitals

A. Assignor is the owner of the trademarks set forth on **Schedule A** (hereinafter collectively referred to as the "**Trademarks**").

B. Assignor has agreed to sell, assign, transfer and deliver to Assignee all of its right, title and interest in and to the Trademarks, including any and all goodwill associated therewith, on the terms and subject to the conditions set forth in the Asset Purchase Agreement.

Accordingly, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1. **Assignment of Trademarks.** Based on the terms and subject to the conditions set forth in this Trademark Assignment and the Asset Purchase Agreement, Assignor does hereby sell, assign, transfer and deliver to Assignee and its successors, assigns and legal representatives or nominees, all of Assignor's right, title and interest, for all countries, jurisdictions and political entities of the world, in and to the Trademarks, including, without limitation, all benefits, privileges, causes of action, and the exclusive rights to (a) apply for and maintain all registrations, renewals and/or extensions thereof, (b) sue for past, present, and future infringement and to collect damages therefor, and (c) grant licenses or other interests to and in the Trademarks. The foregoing includes, and Assignor does hereby assign, convey, transfer and deliver to Assignee, any and all goodwill symbolized by and/or associated with the Trademarks.

2. **Further Assurances.** Assignor agrees that upon request it shall, at any time and without charge to Assignee, sign all papers, take all rightful oaths, and do all acts which may be necessary or desirable to vest title to the Trademarks in Assignee or in its successors, assigns and legal representatives or nominees. Assignor hereby appoints Assignee and any officer or agent thereof, with full power of substitution, as its true and lawful attorney-of-fact with full irrevocable power and authority in place and stead of Assignor and in the name of Assignor or in its own name, for the purposes of carrying out the terms of this Trademark Assignment, to take all necessary actions to vest title and to execute any and all documents and instruments which may be necessary to accomplish the purposes of this Trademark Assignment.

**3. No Rights in Third Parties.** Nothing expressed or implied in this Trademark Assignment is intended to or shall confer upon any Person, other than the parties and their respective successors and assigns, any rights, remedies, obligations or liabilities under or by reason of this Trademark Assignment.

**4. Successors and Assigns.** This Trademark Assignment shall bind and inure to the benefit of the parties and their respective successors and assigns.

**5. Governing Law.** This Trademark Assignment and all claims with respect thereto shall be governed by and construed in accordance with the laws of the State of Missouri, without giving effect to any provisions relating to conflicts of laws.

**6. Amendments.** No amendment or modification of this Trademark Assignment shall be effective unless it is set forth in writing and signed by each of the parties hereto.

**7. Counterparts.** This Trademark Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which shall be deemed to be an original but all of which taken together shall constitute one and the same original.


**8. Defined Terms.** Capitalized terms used but not defined herein shall have the meanings set forth in the Asset Purchase Agreement.

*[Signature page follows]*

IN WITNESS WHEREOF, the Parties have caused this Trademark Assignment to be duly executed as of the day and year first above written.

**ASSIGNEE:**

**AEGIS PUBLICATIONS, LLC**

By:   
Name: Dan Perkins  
Title: President and CEO

**ASSIGNOR:**

**MEDICAL WORLD BUSINESS PRESS,  
INC.**

By: \_\_\_\_\_  
Name: Mark Brockelman  
Title: Chief Financial Officer

IN WITNESS WHEREOF, the Parties have caused this Trademark Assignment to be duly executed as of the day and year first above written.

**ASSIGNEE:**

**AEGIS PUBLICATIONS, LLC**


By: \_\_\_\_\_

Name: Dan Perkins

Title: President and CEO

**ASSIGNOR:**

**MEDICAL WORLD BUSINESS PRESS,  
INC.**

By:  \_\_\_\_\_

Name: Mark Brockelman

Title: Chief Financial Officer


STATE OF Kansas )

: ss.:

COUNTY OF Johnson )

On this 20<sup>th</sup> day of December, 2007 before me Susan L Decker, a Notary Public, personally appeared **Mark Brockelman**, personally known to me, or proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity and that by her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

 Susan L Decker  
Notary Public

Notary Public State of Kansas  
Susan L Decker  
My Appt Exp 7-7-2011

STATE OF \_\_\_\_\_ )

: ss.:

COUNTY OF \_\_\_\_\_ )

On this \_\_ day of \_\_\_\_\_, 2007 before me \_\_\_\_\_, a Notary Public, personally appeared **Dan Perkins**, personally known to me, or proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity and that by her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Notary Public



## TRADEMARKS

| Mark  | Jurisdiction | Serial No./<br>Reg. No. | Filing Date/<br>Reg. Date | Renewal Date | Status     | Assignee                              |
|---|--------------|-------------------------|---------------------------|--------------|------------|---------------------------------------|
| CONTEMPORARY ORAL<br>HYGIENE                              | USA          | 78/596,885<br>3,070,957 | 3/29/2005<br>3/21/2006    | 3/21/2016    | Registered | Medical World<br>Business Press, Inc. |
| CONTEMPORARY ESTHETICS<br>AND RESTORATIVE PRACTICE        | USA          | 75/368,549<br>2,207,120 | 10/6/1997<br>12/1/1998    | 12/1/2008    | Registered | Medical World<br>Business Press, Inc. |
| CONTEMPORARY ESTHETIC<br>DENTISTRY                        | USA          | 75/688,091<br>2,401,533 | 4/22/1999<br>11/7/2000    | 11/7/2010    | Inactive   | Medical World<br>Business Press, Inc. |
| CONTEMPORARY ESTHETIC<br>DENTISTRY                        | USA          | 75/688,090              | 4/22/1999                 | N/A          | Abandoned  | Medical World<br>Business Press, Inc. |
| THE COMPENDIUM OF<br>CONTINUING EDUCATION IN<br>DENTISTRY | USA          | 73/623,411<br>1,438,583 | 10/1/1986<br>5/5/1987     | 5/5/1987     | Registered | Medical World<br>Business Press, Inc. |
| DENTAL LEARNING SYSTEMS<br>POSTGRADUATE DENTISTRY         | USA          | 76/119,176<br>2,570,991 | 8/29/2000<br>5/21/2002    | 5/21/2012    | Registered | Medical World<br>Business Press, Inc. |
| COMPENDIUM OF CONTINUING<br>EDUCATION IN DENTISTRY        | USA          | 76/119,083<br>2,593,817 | 8/29/2000<br>7/16/2002    | 7/16/2012    | Registered | Medical World<br>Business Press, Inc. |
| THE COMPENDIUM OF<br>CONTINUING EDUCATION IN<br>DENTISTRY | Argentina    |                         |                           |              |            | Medical World<br>Business Press, Inc. |
| THE COMPENDIUM OF<br>CONTINUING EDUCATION IN<br>DENTISTRY | Brazil       | 73/294,681<br>815972008 | 1/28/81<br>8/18/92        |              | Registered | Medical World<br>Business Press, Inc. |
| THE COMPENDIUM OF<br>CONTINUING EDUCATION IN<br>DENTISTRY | Canada       | 0730947<br>TMA 435,790  | 6/11/93<br>11/18/94       |              | Registered | Medical World<br>Business Press, Inc. |
| THE COMPENDIUM OF<br>CONTINUING EDUCATION IN<br>DENTISTRY | Venezuela    | 18321/90<br>156967      |                           |              | Registered | Medical World<br>Business Press, Inc. |
| COMPENDIUM OF CONTINUING<br>EDUCATION IN ORAL HYGIENE     | USA          | 74/473,766<br>1,968,977 | 12/22/93<br>4/16/96       | N/A          | Abandoned  | Medical World<br>Business Press, Inc. |
| CONTEMPORARY DENTAL<br>ASSISTING                          | USA          | 78/415,915<br>2,994,715 | 5/10/2004<br>9/13/2005    | 9/13/2015    | Registered | Medical World<br>Business Press, Inc. |

|                          |     |                         |                         |           |            |                                       |
|--------------------------|-----|-------------------------|-------------------------|-----------|------------|---------------------------------------|
| CONTEMPORARY ESTHETICS   | USA | 78/728,574<br>3,235,243 | 10/7/2005<br>4/24/2007  | 4/24/2017 | Registered | Medical World<br>Business Press, Inc. |
| DENTISTS MONEY DIGEST    | USA | N/A                     | N/A                     | N/A       | Common law | Medical World<br>Business Press, Inc. |
| OH, WHAT BEAUTIFUL TEETH | USA | 76/550660<br>2,874,133  | 10/10/2003<br>8/17/2004 |           | Registered | Medical World<br>Business Press, Inc. |
| MENTOR                   | USA | N/A                     | N/A                     | N/A       | Common law | Medical World<br>Business Press, Inc. |
| TRIAGE                   | USA | N/A                     | N/A                     | N/A       | Common law | Medical World<br>Business Press, Inc. |
| DENTAL LEARNING SYSTEMS  | USA | N/A                     | N/A                     | N/A       | Common law |                                       |